

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

| | | | |
|-------------------|-----------------------------|--------------------------------|------------------------------------|
| Orders | Order / Rev: | 691847 - 3 | |
| | Alt Order #: | 6189571 | |
| | Product Desc: | SENATE RACE | |
| | Estimate: | 475 | |
| | Flight Dates: | 10/02/12 - 10/08/12 | Primary AE: Jim Quinn |
| | Original Date / Rev: | 09/12/12 / 09/12/12 | Sales Office: T-PHI |
| | Order Type: | Political | Sales Region: NAT |
| Agency | Name: | Abar Hutton Media/ POL | |
| | Buying Contact: | | Billing Type: Cash |
| | Billing Contact: | | Billing Calendar: Broadcast |
| | | 6190 Grovedale Court Suite 200 | Billing Cycle: EOM/EOC |
| | | Alexandria, VA 22310 | Agency Commission: 15% |
| Advertiser | Name: | Nelson, B/ D / US Senate | |
| | Demographic: | A35+ | New Business Thru: |
| | Product Codes: | PL-US Senate | Order Separation: 00:15:00 |
| | Priority: | P-3 | Advertiser External ID: |
| | Revenue Codes: | AGY, GEN, POL | Agency External ID: |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/08/12 | 52 | \$17,670.00 | \$15,019.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 52 | \$17,670.00 | \$15,019.50 | 0.00 |
| Totals | 52 | \$17,670.00 | \$15,019.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|-------------|
| WTLV-TV | 30% | \$17,670.00 |
| Market | 100% | \$58,900.00 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WAWS | 9% | \$5,301.00 |
| WCWJ | 1% | \$589.00 |
| WJXT | 28% | \$16,492.00 |
| WJXX | 7% | \$4,123.00 |
| WTEV | 25% | \$14,725.00 |

mg 23

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
|-------------|-----------|-------------------|-----------------|----------------------------|-----------------------|----------------|-------------------|---------------|-------------|-------------|---------------|------------|-------------|--------|----------|-------------|
| N21 | WTLV | 10/06/12 | 10/06/12 | Sat 730-8p Jeopardy | CM | Sat 7:30p-8p | -----S- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 0 | \$0.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | 1 | | \$150.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | WTLV | 10/01/12-10/07/12 | | Sat 730-8p | Sat 7:30p-8p | | -----Sa-- | :30 | | (\$150.00) | | 0.00 | NM | | | |
| Credited | | | | | | | | | | | | | | | | |
| N23 | WTLV | 10/02/12 | 10/05/12 | M-F 10-11a Today Show 3 | CM | M-F 10a-11a | -TWTF-- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -TWTF-- | | | 1 | | \$150.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | | Totals | 52 | \$17,670.00 |

REP HEADLINE# 6189571 TRF# 691847 REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!! FROM STATION SEP12/12 15.54
 ORDER WORKSHEET HARRIS RPT. *** WTLV-TV ***

| NEW | BIAS# | DATE |
|--|---------------------------------------|------------------------|
| ADD | \$\$\$ MOD# 1: APPROVED REV #1 \$\$\$ | ABAR HUTTON MEDIA |
| DELETE | | POLI/B NELSON/D/SEN/FL |
| ORDER | | SENATE RACE |
| | | JIM QUINN |
| | | - PHILADELPHIA |
| LINE/S | | 9/AREA |
| PARTIAL LINE/S | | 10/BILL CODE |
| AGENCY - 6190 GROVEDALE COURT, SUITE 200 | | 16/BYR - SHELLI HUTTON |
| ADDRESS ALEXANDRIA, VA 22310 | | 17/RTG SVC - NSI |
| START DATE-OCT2/12 END DATE-OCT8/12 WK-1 | | CO-OP KEY D/P REC# |
| | | 58/CITY TAX |

REP: CREATED MG OFFER LN 23 FOR NA SPOT LN 21
 PLS CNF
 THANKS
 ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

BILL NELSON FOR SENATE
 NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
 STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#21 MISSED: SAT/730P-800P OCT6 30S \$150.00 (SEP12/12)
 OFFER: TU-F/1000A-1100A OCT2 30S \$150.00 PLS ADVISE.

CMT: MG OFFER FOR NA SPOT
 CONTRACT TOTAL 17670.00
 TOTAL SPOTS 52